http://lcx.com/company-info/   Go

INTERNET ARCHIVE
WayBack Machine

30 captures
22 Oct 2007 – 28 Jun 2010

JUN AUG OCT
◄ 26 ►
2007 2008 2010

▼ About this capture

LCX
Brands. Buyers. Connected.

| Home | Operating Units | Company Info | News | Jobs | Contact |

Company Info

LCX is your partner in online lead generation, in-text advertising, e-mail marketing, digital publishing and online video.

Management Team

John Hilinski – Partner
John is a seasoned executive with more than 14 years of diverse operating, technology and leadership experience. Prior to starting LCX, he was a co-founder of Alta Vista and a founding partner of the global data management powerhouse Phoenix Technologies/Phoenix Inspire Inc. In his role as co-founder at PT/PI, Inc. Hilinski was responsible for all aspects of the Company's network operations. John also holds an MBA from USC.

Tim Browning – Partner
Tim oversees the smooth running of the LCX network technology as well as the integrity of data delivery. Tim is a seasoned veteran of Internet technologies with a strong background in ad serving and data validation. Prior to LCX, Tim co-founded web personalization firm iPersona, Inc. Tim holds a BA in Economics from University of California, San Diego.

Jeff Marder – Partner
Jeff brings considerable advertising experience to LCX. He is the recipient of multiple awards as both a copywriter and producer. Fully involved in internet-based projects since 1997, he served as both creative director and project manager for the patented Sklif website which incorporated a pay-per-click model with a unique and entertaining end-user experience to increase website exposure and page specific familiarity. At LCX, Jeff is intimately involved with demographic targeting and ad placement.

Ryan Shea – Partner
Ryan is a veteran online advertising executive. As VP/Corporate Publisher of Entrepreneur.com, he developed the premier destination on the web for small business owners. Shea leads the business development team at LCX and is actively involved in guiding its expansion.

Arjun Olokkine – Partner
Okin brings more than 25 years of experience in the information technology industry to LCX. Prior to LCX, Arjun was the CTO for interfaceConnect Inc. and CIO at Microcap Corporation. In his role at Microcap, Okin was responsible for all aspects of the Company's computer and network operations including its five data centers and hundreds of servers. Arjun holds a BA from Vassar College and has completed graduate work at the University of Hawaii and the Memorial Sloan Kettering Cancer Center in the field of Biochemistry.

Mike Holden – Associate
Mike is responsible for developing the company's east and west coast advertiser accounts and managing our agency relationship, including leading LCX eBay account management team. Since joining LCX in 2006, Holden has played a significant role in developing a strategic accounts team that focuses on helping key accounts achieve their revenue potential. Prior to joining LCX, Mr. Holden held the position of vice president, sales and marketing for Big5 where he was responsible for developing successful strategic partnerships with manufacturers and distributors. Mike holds a bachelor's degree from Harvard University and a master's degree in business administration from the University of Texas.

RECENT NEWS

1st December 2007
LCX Announces SmartMoney.com Co-Registration Partnership

28th August 2007
Dell SMB and Dell Home selects Coregfuel's premier website properties Technostop and B2bbuzz for online lead generation

11th July 2007
Entrepreneur.com selects optSpots for their in-text advertising technology

More »